Professional Services: Benchmarking

Service Overview

Benchmarking is often a starting point for a larger initiative aimed at redefining the way in which an institution provides services to its internal and external customers. Regardless of whether the change called for is radical or incremental, it needs a strong sponsor at the institution's senior management level to provide the leadership and vision needed to guide the structuring efforts, as well as the will to implement the necessary changes.

The key ingredient of benchmarking is to identify and define those quantifiable characteristics that can be compared with others in the industry. It must use a systematic approach that is clearly understood by those that are participating in the process. Typically, this requires the use of forms, definitions, and processes developed by third party entities.

The purpose of a benchmarking study is to determine how conferencing and collaborative communications technologies meet the needs of the client and how the client's adoption and usage of the technologies compares to other organizations who have successfully adopted videoconferencing and collaborative communications tools.

AVI-SPL maintains a database of 70 end-user organizations and what they do related to conferencing and collaboration. We will select four end-user organizations and survey them regarding the above parameters.

Areas included in Benchmark Comparison	
Number of videoconferencing systems	✔
Network standard	✔
Standardized equipment	✔
Preferred vendors/resellers	✔
Room integration vendors	✔
Own or outsource infrastructure	✔
Staffing	✔
Measure videoconferencing effectiveness	✔
Scheduling tool	✔
Troubleshooting tool	✔
Whether purchasing is centralized or not	✔
Remote monitoring tool requirements	✔
Collaboration tools used and planned	✔

Pricing & Service Deliverables

Benchmarking with 4 organizational comparisons: **$24,500.00**

Custom Benchmarking engagement: **Quoted**

AVI-SPL will provide a written report to the client with benchmarking data in both a spreadsheet and narrative format.